

9 heating being greater in one of said directions than in the other of
10 said directions, the stiffness of said film in one of said directions as
11 measured in accordance with TAPPI Paper Standard #T498 as
12 modified by FLEXcon test method #203 being between about 1 to
13 20 grams;

14 indicia interposed between adjacent layers of said label, said indicia being
15 visible through a top surface layer of said label; and
16 a pressure sensitive adhesive defining the bottom surface of said label and
17 comprising another of said layers.

BS. 24
1 25. (New) A thermally shrinkable pressure sensitive label having multiple layers and
2 first and second dimensions measured in mutually perpendicular directions, said label
3 comprising:
4 a polystyrene film comprising one of said layers, said film
5 having a thickness of between about 0.01 to 0.05mm and being
6 dimensionally stable at temperatures below an onset
7 temperature of at least about 75°C and being thermally shrinkable
8 when heated to temperatures at or above said onset temperature,
9 with shrinkage caused by said heating being greater in one of said
10 directions than in the other of said directions, the stiffness of said
11 film in one of said directions as measured in accordance with
12 TAPPI Paper Standard #T498 as modified by FLEXcon test
13 method #203 being between about 1 to 20 grams;